

Case No. **4:20-cv-05640-YGR**

Case Title ***Epic Games, Inc. v. Apple, Inc.***

Exhibit No. **DX-3115**

Date Entered

Susan Y. Soong, Clerk

By: , Deputy Clerk

From: Amy Louv [REDACTED]

Subject: HOT: Updated Guidelines...

Received(Date): Mon, 06 Jun 2011 14:26:06 -0700

To: PB's Org [REDACTED]

Attachment: iOS App Store Review Guidelines Jun6 2011.pdf

Date: Mon, 06 Jun 2011 14:26:06 -0700

Hi Team

iOS App Review Guidelines have been updated. Please take a moment to familiarize yourself with these updates. We are working on process and wiki updates impacted by the new guidelines.

11.1 Apps that unlock or enable additional features or functionality with mechanisms other than the App Store will be rejected

11.12 Apps offering subscriptions must do so using IAP, Apple will share the same 70/30 revenue split with developers for these purchases, as set forth in the Developer Program License Agreement.

11.13 Apps that link to external mechanisms for purchases or subscriptions to be used in the app, such as a "buy" button that goes to a web site to purchase a digital book, will be rejected

11.14 Apps can read or play approved content (specifically magazines, newspapers, books, audio, music, and video) that is subscribed to or purchased outside of the app, as long as there is no button or external link in the app to purchase the approved content. Apple will not receive any portion of the revenues for approved content that is subscribed to or purchased outside of the app

22.8 Apps which contain DUI checkpoints that are not published by law enforcement agencies, or encourage and enable drunk driving, will be rejected

<https://developer.apple.com/appstore/resources/approval/guidelines.html>

If you have any questions, please let me know.

Thanks,
Amy

Hi Team

iOS App Review Guidelines have been updated. Please take a moment to familiarize yourself

with these updates. We are working on process and wiki updates impacted by the new guidelines.

11.1 Apps that unlock or enable additional features or functionality with mechanisms other than the App Store will be rejected

11.12 Apps offering subscriptions must do so using IAP, Apple will share the same 70/30 revenue split with developers for these purchases, as set forth in the Developer [Program License Agreement](#).

11.13 Apps that link to external mechanisms for purchases or subscriptions to be used in the app, such as a "buy" button that goes to a web site to purchase a digital book, will be rejected

11.14 Apps can read or play approved content (specifically magazines, newspapers, books, audio, music, and video) that is subscribed to or purchased outside of the app, as long as there is no button or external link in the app to purchase the approved content. Apple will not receive any portion of the revenues for approved content that is subscribed to or purchased outside of the app

22.8 Apps which contain DUI checkpoints that are not published by law enforcement agencies, or encourage and enable drunk driving, will be rejected

<https://developer.apple.com/appstore/resources/approval/guidelines.html>

If you have any questions, please let me know.

Thanks,

Amy